GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2940
ANSWERED ON:21.03.2002
LAUNCHING OF NEW CHANNEL
ANANDRAO ADSUL;GOWDAR MALLIKARJUNAPPA;VILAS BABURAO MUTTEMWAR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan propose to launch a new 24 hour Hindi Channel DD- Bharati;

(b) if so, the salient features of the channel;

(c) the benefits likely to accrue to the users from this channel;

(d) whether all the cable operators have been directed to telecast this channel mandatory;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati has intimated that the DD-Bharati Channel has started functioningfrom 26.1.2002 and it is predominately a Hindi Channel.

(b) & (c): This channel has been positioned as a channel for life enrichment, having focus on edutainment, health, life style, education and entertainment for children and youth. It has a window for art, culture, heritage, literature, travel and tourism.

(d), (e) & (f): Prasar Bharati has intimated that an amendment to the earlier notificationunder the Cable Television Networks (Regulation) Act, was issued on 4.2.2002, making DD-Bharati (in lieu of DD News) a Channel, to be carried by all cable operators in Andaman & Nicobar islands, Bihar, Chattisgarh, Delhi, Goa, Haryana, HimachaPradesh, Jharkhand, Madhya Pradesh, Rajasthan, Sikkim, Uttar Pradesh and Uttaranchal.